

AGENDA

Long Beach City Council Meeting
Long Beach City Council Workshop at 6:00 p.m.
Regular City Council July 15, 2013 at 7:00 p.m.
Long Beach City Hall - Council Chambers
115 Bolstad Avenue West

WORKSHOP BEGINS AT 6:00 PM

+ WS 13-11 – Marketing Committee Workshop – TAB – A

7:00 PM CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL

Call to order

Mayor Andrew, Council Member Linhart, Council Member Hanson

And roll call

Council Member Perez, Council Member Murry, and Council Member Phillips

CONSENT AGENDA - TAB - B

All matters, which are listed within the consent section of the agenda, have been distributed to each member of the Long Beach City Council for reading and study. Items listed are considered routine by the Council and will be enacted with one motion unless a Council Member specifically requests it to be removed from the Consent Agenda to be considered separately. Staff recommends approval of the following items:

- Minutes, Regular City Council meeting. (Linda is on vacation)
- Payment Approval List for Warrant Registers 53187 53238 & 71634 71701 for \$179,407.24

BUSINESS

AB 13-34 - Ordinance 894 - Amending 2013 Budget - TAB - C

ORAL REPORTS

• City Council

Mayor

City Administrator

Department Heads

CORRESPONDENCE AND WRITTEN REPORTS - TAB - D

- Correspondence Letter from AWC Congratulating our Well City Award
- Correspondence Sales and Lodging Tax
- Correspondence Police Report
- Correspondence Letter from Coast Guard thanking Mayor
- Business License None

FUTURE CITY COUNCIL MEETING SCHEDULE

The Regular City Council meetings are held the 1st and 3rd Monday of each month at 7:00 PM and may be preceded by a workshop. Aug 5, – 7:00 pm – City Council Meeting Aug 19, - 7:00 pm – City Council Meeting

PUBLIC COMMENT

At this time, the Mayor will call for any comments from the public on any subject whether or not it is on the agenda for any item(s) the public may wish to bring forward and discuss. Preference will be given to those who must travel. Please limit your comments to five minutes. The City Council does not take any action or make any decisions during public comment. To request Council action during the Business portion of a Council meeting, contact the City Administrator at least one week in advance of a meeting.

ADJOURNMENT

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, contact the City Clerk at (360) 642-4421 or advise City Clerk at the meeting.

TAB

A

TAB

A



CITY COUNCIL WORKSHOP BILL

WS 13-11

Meeting Date:

June 17, 2013

AGENDA ITEM INFORMATION			
SUBJECT: Review advertising plans from Marketing Committee.	Mayor City Council City Administrator City Attorney City Clerk City Engineer Community Development Director	Originator:	
v	Finance Director Fire Chief Police Chief Streets/Parks/Drainage Supervisor Water/Wastewater Supervisor		
COST : ???	Other:	Marketing Comm.	
SUMMARY STATEMENT: Attached is the paperwork.			

LBPVB Proposal for Fall Marketing Plan 2013

Overview:

This is a strategic multi-media campaign designed to use lodging taxes in a responsible, sustainable manner by targeting not just the general population, but people that are actual *potential visitors*. All consumers reached through this campaign are either: A) traveling in Washington State and/or, B) live far enough away to require lodging, *and* have enough expendable income to do so.

This campaign is for the fall or shoulder season, as that is when our community has the room and need for tourism growth and the positive impact of the campaign will be more easily identified.

The sustainability goal for LBPVB for all lodging tax funds spent on marketing is 300 visitors for every \$1000 spent. Any project that does not have the potential for this return is a drain on the lodging tax funds. Simply put, lodging taxes need to generate more lodging taxes. All of the components included in this proposal are capable of and are likely to far exceed this return ratio. Therefore the entire campaign is a highly sustainable and responsible use of lodging tax funds.

Time frame:

Sept 2013 through Feb 2014, with production to start immediately.

Location:

This campaign reflects the origins and source of our detailed visitor tracking.

33% of our visitors are from Seattle - Tacoma area.

14% of our visitors are from the Portland area.

43% of our visitors come from states other than WA & OR, Canada and other international origins.

Three Components:

Print Advertising
Brochure Distribution
Elevator Electronic Display

Detail - Print Advertising

Official Seattle Visitors Guide

Seattle Met

Portland Monthly

Seattle Bride

Portland Bride

(Employ existing print advertising suite)

Reach, distribution and demographics of print advertising:

Official Seattle Visitors Guide has a distribution of 175,000 and a readership of 770,000. It is placed in over 80 King Co. hotels and visitor centers throughout King Co. (including WA State Convention Center and Pike Place Market). It is placed in corporate housing for Boeing, Amazon, Starbucks, Nordstrom, Microsoft, and Nintendo. And it is placed in all WA State Convention Center attendee packets and inserted in Aug. edition of Portland Monthly.

Seattle Met magazine has a total monthly readership of over 280,000, median age of readership is 42, and average household income is \$191,000. 67% of readers will take 4+ trips in the next year.

Portland Monthly has an even higher monthly readership of over 394,000. The median age of readers is 43 and they have an average household income of \$164,000.

Bridal publications are the preeminent bridal guides for their respective locations.

Detail - Brochure distribution (lure piece)

Washington State Ferry System

Pike Place Market

Reach, distribution and demographics of brochure distribution:

Pike Place Market Visitor Center served over 120,000 visitors in 2012.

Over 22 million passengers on WSF in 2012, over 4 million were visitors.

Detail - Elevator electronic display

Columbia Tower - Seattle

Bellevue One - Bellevue

Reach, distribution and demographics of elevator placement:

There over 9,700 building occupants, in Columbia Tower and over 8,000 building occupants in Bellevue One, *not including guests*. Average individual income is well over \$100,000. We would be the *exclusive destination advertiser* and the viewer would be a captive audience.

Estimated overall costs:

	Monthly	Extended
Brochure distribution		
Pike Place Market -annual	\$50	\$575 *
Washington State Ferry System	\$485	\$2910
Seattle Visitors Guide		\$1,732
Seattle Met/PDX Monthly (5x 1/3 page)	\$1,640	\$8,200
Elevator electronic display	\$320	\$1,920
Design & production		\$1000
Project management - 10% of actual cost	(approx.)	<u>\$1,500</u>
		\$17,837

Metrics - How do we know if it works?

- o Number of visitors
- o Origin of visitors
- o Number of brochures distributed
- o Track url from elevator
- o Source tracking of visitors
- o Visitor comments

- o Occupancy/vacancy rates
- o Lodging taxes city & county
- o Sales taxes city & county
- o Visible increase in shoulder season tourism

"Long Beach Advisory Marketing Committee" "Formally Called LTAC"

Members appointed to committee by the Mayor of Long Beach.

Purpose of committee is to research possible marketing ideas for the city of Long Beach. From the information the committee gathers and sent to the council advising them of those findings. The Advisory committee does not manage programs or manage or control funding, these actions are controlled by the council while in public meeting format.

Their research could be bringing ideas to a development level for proposals that might be of interest to the Long Beach city council. Their research should have budgetary concerns that may be given to them by City Staff, which represents the concerns that may present themselves before taking to the council. A council-person is also appointed as a liaison from the council, to help keep the council updated at regular council meetings.

The committee may find several different marketing ideas that might fit into the funding by the council. These may be presented from Vendor's that have an invested interest in seeing the city use their proposals. The Marketing Committee has no authority to promise or engage in contracting or promising a direction to a vendor or developing a contraction agreement on behalf of the city.

Before a project is sent to the council for consideration, the committee should have the pros and cons researched to the best available science at their disposal. The committee does not oversee funding of lodging tax revenue, or if a vendor is providing the service that the city agreed to verbally with the vendor.

This responsibility is the cities and the council who oversees the annual budget as a council in regular session, or as announced at special pupil meeting properly publicized.

Marketing Committee Members Advisory Board as appointed by the Mayor of Long Beach.

*Sherry Hash, Events and festival representative. Chairs or co-chairs and event

*Brady Turner, Owner-Operator of a motel unit in Long Beach City limits more than 26 units

*Sue Ellison, Sm. Unit Motel representative

**Craig Smith, Chairman of Marketing Committee; Represents members of the Long Beach Merchants Assoc.

* Russ Wisitor's Bureau member and Long Beach business owner.

Long Beach City Staff;

Gene Miles (City Administrator).

Helps to advise committee on city business practices, and oversees reports on budgeting issues.

Ragan Myers "Long Beach Festival and Events Coordinator", Summer fest management. Attends Marketing meetings to help committee with ideas for development to city council. Package Travel director for city of Long Beach.

Councilmen Mark Perez; Appointed by Mayor to council-liaison for Marketing Advisory Committee.

Vendors used by the city over the years, but not exclusive, or exempt for biding by like entities.

Long Beach Visitors Center Excuetive Director Andy Day

Beach Dog Internet provider and social media marketing specialist

Carol Zahorsky; Print Advertising consultant

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Warrant Register

Check Periods: 2013 - July - First

I, THE UNDERSIGNED DO HEREBY CERTIFY UNDER PENALTY OF PERJURY THAT THE MATERIALS HAVE BEEN FURNISHED, THE SERVICES RENDERED OR THE LABOR PERFORMED AS DESCRIBED HEREIN AND THAT THE CLAIM IS JUST, DUE AND UNPAID OBLIGATION AGAINST THE CITY OF LONG BEACH, AND THAT I AM AUTHORIZED TO AUTHENTICATE AND CERTIFY TO SAID CLAIM. D

Council Member	
Council Member	
Council Member	7.
Finance Director	

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CITY COUNCIL AGENDA BILL

Number: AB 13-34 Meeting Date: July 15, 2013

ITEM INFORMATION					
SUBJECT: Ordinance	9	Coordination:			
894 – Amending 2013			Initials	Remarks	
Budget		Mayor			
Baaget		City Council			
		City Administrator		3	
		City Attorney			
		City Engineer			
		Community Development Director			
	9	Finance Director	DG		
		Fire Chief			
		Police Chief			
		Streets/Parks/Drainage Supervisor			
COST: N/A		Water/Wastewater Supervisor			
		Other:			
SUMMARY STATEM	ENT:	The ordinance amends the	2012	budget,	to
include the additional u				0 /	
RECOMMENDED ACTION: Adopt Ordinance 894.					
RECORD OF COUNCIL ACTION					
Meeting Date	Actio	n			
_					

ORDINANCE No. 894

AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON, AMENDING THE 2012 BUDGET BY AUTHORIZING ADDITIONAL EXPENDITURES AND DECLARING AN EMERGENCY.

WHEREAS, a public emergency now exists due to expenditures greater than allowed in the 2012 budget, and

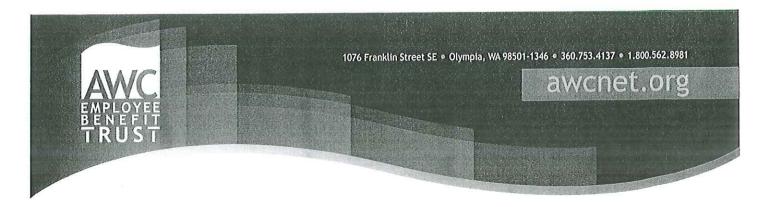
NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON, that the 2012 Budget is hereby amended to allow the following total expenditures.

Passed this 1st day of July, 2013.

AYES 5	NAYS 0	ABSENT 0	ABSTENTIONS 0
			MAYOR
ATTEST:			
City Clerk			
	2012 BUDG	ET AMENDM	IENTS
Current Exper	ise Fund		
Total Ex	cpenditures & Non-Expenditu	ares \$1,	,414,589
Capital Projec	ts Fund		
Total Ex	cpenditures & Non-Expenditu	ıres \$	67,000
Fire Equipmen	nt Fund		
	cpenditures & Non-Expenditu	ires \$	45,000
Arterial Street	s Fund		
Total Ex	cpenditures & Non-Expenditu	ıres \$	42,554
Water Operati	ons Fund		
Total Ex	penditures & Non-Expenditu	ires \$1,	,403,725

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June 2013

Karen Gray, Court Clerk City of Long Beach PO Box 310 Long Beach, WA 98631

Dear Karen,

Congratulations on earning the 2013 AWC Employee Benefit Trust WellCity Award! The City of Long Beach is one of 84 cities and quasi-municipal entities that have earned the Trust's WellCity Award. You'll also receive a 2% premium discount for your Regence/Asuris premiums in 2014.

Award materials

Your WellCity Award 2013 year plate, window clings, sample press release and wellness committee certificates are attached. Remember to affix your 2013 plate to your WellCity Award plaque, showing your continuing health promotion efforts. Remember to reapply each year to maintain your WellCity status and 2% discount.

WellCity recognition

Be sure to read the May/June issue of *Cityvision* magazine and look for the ad celebrating 2013 WellCities – it's right on the back cover. A banner showcasing WellCities was displayed at the AWC Annual Conference, and will be displayed at Member Programs Expo and Healthy Worksite Summit. The Annual Conference Awards Breakfast featured a WellCity video and slideshow.

The enclosed 2013 WellCity brochures feature those that earned the Award. We've included some extras for you to share with your council and wellness committee, or to display in your lobby.

It takes commitment

Employers play a vital role in building a workplace that supports healthy behaviors. Earning the WellCity Award takes a commitment by your elected officials, management and staff. The comprehensive requirements reflect a broad-based strategy supporting employee health and productivity resulting in reduced health care costs.

Thank you for your commitment to employee health and the leadership you have shown among Washington cities and towns and across the nation. Your wellness program is a model for others to emulate.

If you need additional certificates, window clings or brochures, contact Laura Langston at laural@awcnet.org.

Sincerely

Mike McCarty

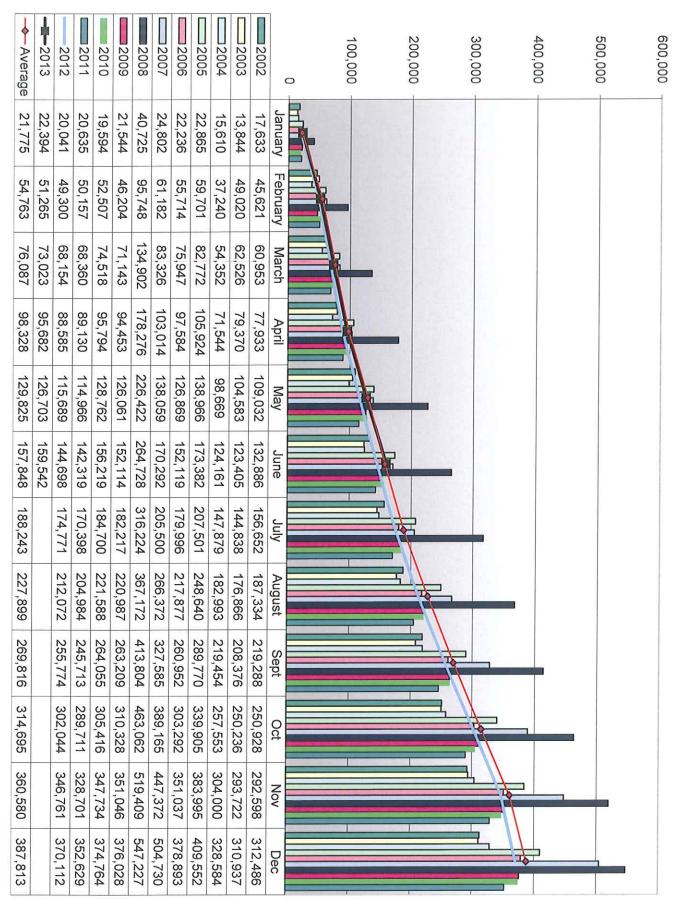
Chief Executive Officer

CC:

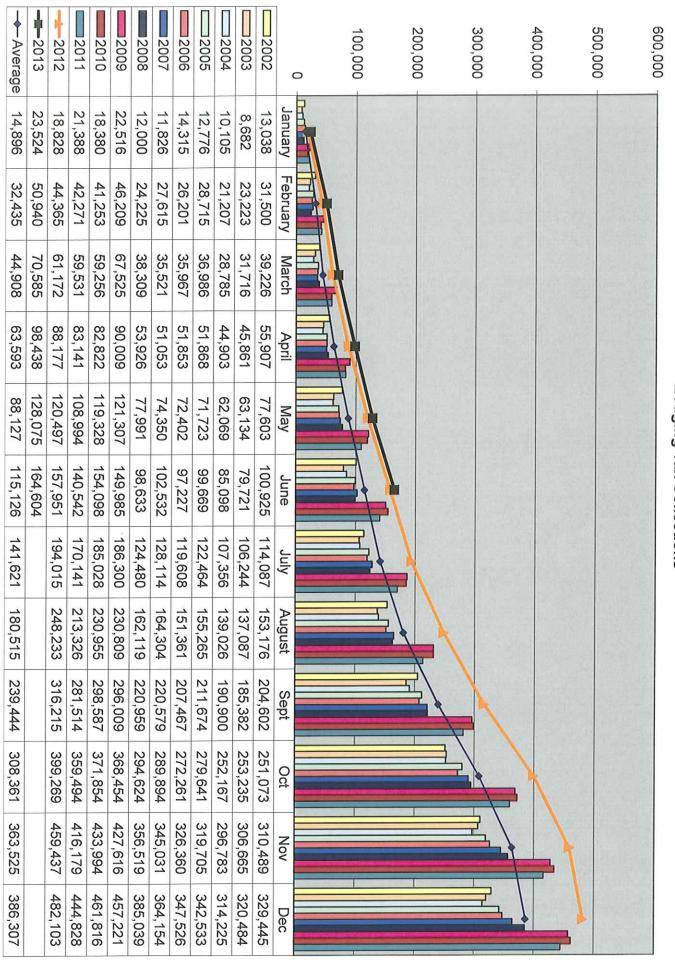
Bob Andrew, Mayor

Gene Miles, City Administrator

Sales Tax Collections



Lodging Tax Collections



Long Beach Police

P.O. Box 795 Long Beach, WA 98631 lbpdchief@centurytel.net

Phone 360-642-2911 Fax 360-642-5273

07-01-13

Page 1 of 2

To: Mayor Andrew and Long Beach City Council

From: Chief Flint R. Wright

Ref.: Monthly Report for June 2013

During the month of June the Long Beach Police Department handled the following cases and calls:

Long Beach	Ilwaco
592 Total Incidents	284 Total Incidents
Aid Call Assists: 5	Aid Call Assists: 3
Alarms: 9	Alarms: 3
Animal Complaints: 10	Animal Complaints: 0
Assaults: 13	Assaults: 5
Assists: 96	Assists: 28
(Includes 7 Law Enforcement Agen	cy Assists Outside City Boundaries)
Burglaries: 3	Burglaries: 0
Disturbance: 17	Disturbance: 4
Drug Inv.: 3	Drug Inv.: 1
Fire Call Assists: 4	Fire Call Assists: 2
Follow Up: 151	Follow Up: 92
Found/Lost Property: 18	Found/Lost Property: 3
Harassment: 9	Harassment: 4
Malicious Mischief: 20	Malicious Mischief: 4
MIP – Alcohol: 0	MIP – Alcohol: 0
MIP – Tobacco: 0	MIP – Tobacco: 0
Missing Person: 4	Missing Person: 0
Prowler: 1	Prowler: 2
Runaway: 4	Runaway: 0
Security Checks: 86	Security Checks: 78
Suspicious: 28	Suspicious: 12
Thefts: 11	Thefts: 8
Traffic Accidents: 7	Traffic Accidents: 2
Traffic Complaints: 8	Traffic Complaints: 6
Traffic Tickets: 12	Traffic Tickets: 4
Traffic Warnings: 44	Traffic Warnings: 13
Trespass: 6	Trespass: 2
Warrant Arrests: 17	Warrant Arrests: 1
Welfare Checks: 6	Welfare Checks: 7

Monthly Report Continued:

On June 3rd I was notified that Officer Casey Meling will be receiving the American Legion "Officer of the Year" award for the State of Washington. In July Casey will be going to the American Legion convention in Yakima to receive this award. Casey has been awarded the Long Beach Officer of the Year three times and this honor of being recognized as the "Officer of the Year" for the entire state really highlights the fact that Casey is truly an outstanding officer. The first time Casey received Long Beach Officer of the Year was for the hard work he did investigating two homicides in the same year. The second award was for saving two people from a burning house where oxygen tanks were present. The third time was for saving an injured motorist involved in a traffic accident. Casey is a credit to Long Beach and Ilwaco.

On the 7th the department had firearms range training. We qualified with our duty and backup handguns.

Officer Casey Meling went as a chaperone on the overnight graduation party for this year's Ilwaco High School graduating class on the 8th. The Long Beach Police Department tries to send an officer for this event each year.

Officer Casey Meling attended training on June 11th – 12th. The title of the class was "Human Remains Identification". This class dealt with identifying human skeletal remains and being able to tell the sex, age and race of remains as well as time of death.

The "Beach Run" was held on June 22nd. There were no problems associated with the race.

June 30th was Officer Kevin Martin's last official day with the Long Beach Police Department. He has taken a position with a police department in Oregon. We all wish him good luck at his new job.

Flint R. Wright
Chief of Police

U.S. Department of Homeland Security
United States Coast Guard

Commanding Officer U.S. Coast Guard Station Cape Disappointment 322 Coast Guard Rd PO Box 460 Ilwaco WA 98624 Phone: (360) 642-2382 Fax: (360) 642-7062

City of Long Beach PO Box 310 Long Beach, WA 98631

Dear Mr. Mayor,

I would like to thank you for your participation at Station Cape Disappointment's Open House on 18 May, 2013. Your attendance and effort made the Open House a resounding success. The Stations Open House was the kick off for National Boating Safety Week. The event drew in over 700 members of the local community to tour the Station's boats and grounds. Twenty five representatives from 10 partner agencies helped highlight the importance of boating safely and wearing lifejackets. You provided a trolley that helped move people across our expansive grounds. Your driver was very professional and helpful. The American Red Cross will be able to save 90 lives with the 28 units of blood they collected. Our Chief's mess sold BBQ to the public and was able to collect over three hundred dollars for local food banks. Your trolley represented the City of Long Beach well and helped show solidarity amongst the first responders in Pacific County. We look forward to your participation in next year's open house.

Sincerely,

S. H. McGREW

Commanding Officer Station Cape Disappointment

U.S. Coast Guard